

INTERCOLLEGIATE BROADCASTING SYSTEM

706 Sanders Avenue  
Schenectady 2, New York

March 25, 1952

Miss Marilyn Moss, Manager  
Station WCSR  
Smith College  
Northampton, Massachusetts

Dear Sir:

We wrote you on March 3 concerning a sponsor who was interested in a half-hour program over your station.

As matters now stand, this sponsor, the General Electric Company, has started with six IBS stations, as explained in the enclosed news release.

We are hopeful that in the fall the account will be renewed and expanded to include more stations. However, we cannot be sure which stations might be considered at that time.

Stations not listed on the IBS Rate Card are included in our sales efforts only when this is to the advantage of the stations which are listed. For instance, we would include such stations should a sponsor wish a large number of stations, or none at all, otherwise.

To have your station included in all of the Thomas F. Clark Company's sales efforts, you should take steps to have it listed on the Rate Card. Stations which are Members of IBS, or have applications for Membership pending, are the ones that we list.

We would like to correspond with you further about this.

Cordially,

*David W. Borst*

David W. Borst  
Operations Manager  
Intercollegiate Broadcasting System

1945-1946

Volume 1, No. 1

Page 1

We have had a very successful year and are looking forward to a very successful year ahead.

The first of our projects was the completion of the first volume of the series.

We have had a very successful year and are looking forward to a very successful year ahead.

Secondly, we have had a very successful year and are looking forward to a very successful year ahead.

To have such a successful year is a great achievement and we are proud of the work of our staff.

We would like to see you again soon and we are looking forward to a very successful year ahead.

Yours truly,  
[Signature]